


To: Morris, Nicole A., Perez, F J., Fusco, Peter J., Sorrentino, R A., Ohare, K M., Mccarthy, T A., Schiller, Howard I.,
Connolly, Joseph C., Segelke, R F.
From: Alese, Louann F.
Posted: 6/1/98 13:27
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Subject: Prebook Agreement Form



Dear Sales Reps:

Attached you will find the Prebook Agreement Form that we spoke about at the Contract Meeting (this form was created by DM Charlie DiBenedetto). This is the form that I highly recommend using in those accounts that for whatever reason you are still Prebooking in. This form gives you the ability to create a 'Planned Pricing Event' & addresses the low/out of stock and advertising concerns at retail.

I think you will find that this allows you to give the Event the 'structure' that you need for our new Partners Resource Plan.

Please let me know if you have any suggestions for enhancing this form.

Sincerely,
Louann Alese

CC: Mitchell, Greg, Gambardella, Mark R., Young, Mark

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